

## **2019-2020 Club Achievement: Membership Development & Communications** **AAF-Fort Worth, Division IV**

Submitted by Chairs: Meredith Redfern & Sarah de Verges



### **MEMBERSHIP GOALS**

AAF-Fort Worth membership and communications efforts this year have centered around challenges and solutions for the club as a whole. This included cohesiveness, a fresh look, and clever messaging to improve connections and engagement with membership around club programs. We are committed to informing our members, guests and potential members of all club happenings and how being a member benefits them in more ways than one. To effectively make these changes, we evaluated 2018-2019 retention numbers, new members, and member and non-member attendance to come up with these goals:

- Increase membership by 20%
- Retain 80% of the membership
- Increase involvement in events by 15%

During 2019-2020, we increased focus on a new audience to align with AAF-Fort Worth's ongoing goal of attracting the advertising industry's newest professionals. This audience is primarily made up of college students, recent graduates, local artists and small business owners. Based on knowledge of previous years, we know that these members who join AAF early in their careers are some of the most active participants in events and volunteer opportunities for years to come.

### **ACHIEVING GOALS (EXHIBIT 1)**

**Programs** - Promote AAF benefits to recent graduates:

- Launched an early grad discounted membership rate to encourage early career AAF involvement
- Held Fall and Spring Crawls for students to tour local agencies and network with professionals
- Promoted professional membership benefits to college students by attending the University of Texas at Arlington's Comm day

### **Volunteerism**

In 2019 - 2020, we utilized SignUp Genius, an online software tool for volunteer management and event planning. This tool allowed Board members to save time with sign-up sheets and schedules for our annual

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Benefit Bash (benefiting PMR Charity), American Advertising Award entry intakes, American Advertising Awards gala setup, Empty Bowls volunteers and more ([EXHIBIT 1.1](#)).

**Member Feedback**

At many of our luncheons, we handed out surveys to our attendees to better understand the types of programs of interest and what keeps them coming back to AAF-Fort Worth events. Having the feedback from our attendees helped shape the locations of our events, topics, and how they like to receive communication. Since collecting surveys, we have increased our social media communications and reduced the number of emails sent out. While email remains a primary communication method, a social media post is often a more effective way to reach our members whose inboxes are already very full.

**Club Operations**

Our member management tool, StarChapter, allows us to keep track of current members, non-members, and recently expired members in the grace period. Members who are approaching their membership renewal date receive email notifications two months and one month prior to expiration. Recently expired members who are currently in the grace period are also contacted via email to inform them of their lapsed membership and encourage them to renew.

During American Advertising Awards season, we had an additional membership push to encourage anyone submitting entries to become a member and receive the discounted entry rate. Additionally, anyone who mistakenly purchased a ticket to the American Advertising Awards at the member rate but is not a member is followed up with directly to encourage them to become a member and receive those benefits rather than simply paying the difference.

Upcoming membership plans include new membership messaging with simplified language about benefits and membership tiers. This messaging will be part of new handouts and brochures that can be used at luncheons, events and campus visits. Finally, we are planning an email campaign that will target

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students graduating in the Spring. This campaign will promote our new membership tier for recent graduates and encourage them to join early in their careers.

**Communications**

In the past few years, the AAF-Fort Worth club has struggled with getting programming information out to our members and attendees with adequate notice. A goal for the communications and programs chair for this term was to have a minimum of 2-weeks' notice for all upcoming events. We achieved this goal most of the time by updating members through emails, website graphics, Facebook posts and events, Twitter, Instagram, and LinkedIn. Facebook continues to be our most effective social media platform with almost 1500-page likes. Over the past year, we have gained more than 150 followers with the past several months gaining traction (EXHIBIT 1.2). The follower growth as of late can be attributed to our American Advertising Awards Gala which included posting at least once a day for the two weeks leading up to the event and recognizing each of our wonderful sponsors (EXHIBIT 1.3).

Last year, we started our LinkedIn page which has been beneficial for reaching out to our members in a more professional setting than other social media platforms. Since the page launch in early 2019, we have hit almost 100 followers and see just as much engagement on LinkedIn as we do on Facebook. In the past 30 days, our followers have increased by 16 LinkedIn members (EXHIBIT 1.4). We also use this as a tool to publish blogs and articles from our website that are often overlooked by our members.

**COMMUNICATION MATERIALS (EXHIBIT 2)**

Our core methods of communication include Facebook, Instagram, LinkedIn, Twitter, email marketing, website updates (through our website system, StarChapter), and Instagram & Facebook stories. Each of these tactics is used for event promotion, government news, meetings, and more and go to our database of members and interested non-members. Emails have proven to be the most reliable way to get information about events out to our database, with Facebook following. Our emails provide the most information as to what time, place and topic our events cover using the details provided on the website event page. Many of

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these details are then translated to our Facebook event pages that garner interest and allow for others to invite their friends (even those not in the industry) to our events. The ability to share our events and expand our reach to those who may be interested in the luncheon topic, but not in advertising or marketing, has proven to be a valuable tool in expanding our database and reach.

Since we have a constant stream of events happening within the club, it is easy to get overloaded with social media postings and emails, so using our chapter communication tool, Basecamp, we have created calendars to manage events posted on social media or sent in an email. Using Basecamp allows all board members to have access to the calendar and see when events are planned to promote (EXHIBIT 2.1).

As mentioned previously, our website is the best outlet to comprehensively communicate a variety of information to our members and non-members. Over the past board term, we have worked on updating our website more often to include all government news, adjust the colors of the site to reflect the organization's colors, and start cycling in homepage rotators of events (EXHIBIT 2.2). Previously, we had two stock images rotating on our homepage that did not reflect our membership, but now we have new images reflecting our club values, encouraging membership, and promoting upcoming events.

In addition to homepage rotator images and content, for our American Advertising Awards this year, we wanted our website to reflect the theme. To do this, we changed all styling of the site, including colors to reflect the red, white and blue theme, and had the gala front and center in the rotation of images (EXHIBIT 2.3). This was a nice tie into our biggest event of the year and another way to support our committee, plus every website visitor was reminded to either submit entries or buy tickets to the gala.

### **COMMUNICATION GOALS AND RESULTS (EXHIBIT 3)**

#### **Social Media**

Social media outlets are integral to our communication plan to quickly reach our audience where they are already checking for relevant information and happenings. For each luncheon, happy hour, and other events, we posted graphics and clever messages on Facebook, Instagram, LinkedIn, and Twitter, plus

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event pages on Facebook (EXHIBIT 3.1). With the goal of having a minimum of 2-weeks' notice per event, all communication was sent out the day received, then two weeks prior, one week out, and 1-2 times the week of, depending on the day of the week the event fell on.

The continuation of Instagram and Facebook stories provided an outlet to speak to our community in a more raw way showing further relatability. For events such as the Student Ad Crawl or American Advertising Awards, this gave members a behind-the-scenes look into setup or other views of agencies that students were learning about. With the stories, we repost agency work and job postings. Our stories have higher engagement than traditional posts with an average of 150 views per post. (EXHIBIT 3.2)

After starting our LinkedIn page in early 2019, our numbers have grown, however both LinkedIn and Twitter are our least engaging platforms. We find that it is still relevant to post on both of these platforms due to 1) the newness of LinkedIn and a different type of audience, and 2) the importance of sharing and gathering news from Twitter. Many people rely on news coming from the two platforms, so we have agreed to keep it in our suite of social platforms for the quality of engagement rather than quantity.

***Goals:***

- Create content to promote events and initiatives to followers with cross-platform deployment
- Introduce informational campaigns, especially for the American Advertising Awards to encourage more entries, attendance, and membership, to benefit from entries and gala tickets at member rates
- Employ interesting visuals in a variety of media with persuasive copy to drive action
- Support Fort Worth's advertising community by sharing job posts and government issues
- Grow followers, boost event attendance, increase volunteer efforts, and increase engagement
- Share the benefits of becoming a member with non-members

***Target:*** Members and non-members following our social channels and their connected networks.

***Distribution System:*** Facebook, Instagram, Twitter, LinkedIn

***Budget:*** All social media was done organically, and a paid budget was not put behind it.

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**Results:** Between March 2019 and February 2020, we gained 165 Facebook followers, reached an average of 161 followers with links, and 142 average followers with posted photos. Our highest reaching post was for the American Advertising Awards, reaching 492 people organically (EXHIBIT 3.3).

Instagram followers grew from 578 to 748 followers, LinkedIn went from 29 to 106 followers, and Twitter increased the least from 1,777 to 1,787 followers.

**Website**

The website communicates how AAF-Fort Worth strives to "Connect" through networking happy hours, membership and sponsorship opportunities; "Educate" through professional development luncheons and board leadership & committees; and "Inspire" through awards for the American Advertising Awards, Silver Medal and Dateline that honor prowess in our industry (EXHIBIT 3.4). A top visited area of the website includes event pages with access to online event registration. The back-end management of this process in StarChapter allows our club to create event pages linked to the registration process and the same messaging can filter directly into an email message for a more streamlined approach that this single tool provides (EXHIBIT 3.5). Another regularly updated section includes blog posts periodically added to feature government relations news relevant to advertising and press releases for membership can visit to stay up to date on those topics (EXHIBIT 3.6). Job posts submitted online by local companies are evaluated by a website administrator to approve or deny posting to the site, providing another benefit to those active in the club -- whether searching for an employee or a new position (EXHIBIT 3.7). The "Inspire" section includes information on the American Advertising Awards, our largest event every year (EXHIBIT 3.8) and links to entry process and event details featuring the "Win Bigly" theme.

**Goals:**

- Keep website content up to date with events & club information
- Provide a useful ecommerce portal for online event registration and membership renewal
- House current professional and student membership benefits, details and costs to join

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- Be an outlet for job postings and latest industry news to support Fort Worth's advertising community

**Target:** Member and non-member industry professionals, educators, students, the greater Fort Worth community, and government officials

**Budget:** The annual cost for StarChapter is \$1,020.

**Distribution System:** AAFFortWorth.com

**Results:** In the past 12 months, traffic to the aaffortworth.com website included approximately 2,400 visits per month with 1,100 of those as unique visitors and over 24,000 total pageviews (EXHIBIT 3.9).

**Email**

Email has been the most targeted method to reach our members and following who have subscribed to receive these communications to learn about upcoming programs and events. Last year we struggled with the onboarding of StarChapter and the need to verify emails. This year we have gotten that under control and our database grew from 937 emails to 1,069. The American Advertising Awards call for entries and gala tickets for sale have been distributed via email through the StarChapter system with creative messaging consistent with the Win Bigly theme (EXHIBIT 3.10).

Outside of StarChapter, members of the board contacted vendors and partners for sponsorship requests for the holiday party auction and the American Advertising Awards gala which successfully started conversations that resulted in agreements for sponsorship.

**Goals:**

- Grow the email database to reach more interested subscribers with each deployment
- Schedule consistent email blasts for programs, happy hours and other club events
- Leverage existing relationships to secure sponsor donations via email

**Target:** Member and non-member AAF-Fort Worth verified email subscribers; Board member email contacts to source for sponsor donations

**Distribution System:** StarChapter email system

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**Budget:** As previously mentioned, the annual cost for StarChapter is \$1,020, which covers the website, membership and event registration management, and email functionality for a single cost.

**Results:** We achieved StarChapter database growth going from 937 emails for each deployment to over 1,000 by working to create relevant content for our database. Open rates averaged 23%, showing positive response rates that correlate to event attendance. The percent growth in American Advertising Awards gala sponsorships from the previous year to this year increased by 68.2%, from \$11,000 to the highest amount in recent years, \$18,500 as a result of direct emails to previous and new sponsor contact.

**CONCLUSION (EXHIBIT 4)**

Through our communications and membership efforts, we were able to share the importance and benefits of being a member in the AAF-Fort Worth Chapter. As a result, we're proud to report that our membership increased from 62 in March 2019 to 78 in February 2020 for a 26% growth that exceeded our 20% growth goal and our 80% retention goal (EXHIBIT 4.1). Non-members also grew by 300 people, from 1294 to 1594 in the same time period, providing a larger audience to continue work to convert those interested individuals and groups to members (EXHIBIT 4.2). Our social media and email marketing tactics yielded the most interest and showed results with the increase in emails, followers and memberships. We will continue to build upon what we've been doing and promoting, as well as evaluate our processes and problem-solve as needed to achieve more efficiencies, increased interaction, event attendance, and membership sign-ups among our members and followers.

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## EXHIBITS

### 1.1 - SignUp Genius

The screenshot shows the SignUpGenius interface for an event titled "ADDY Gala Volunteers" organized by AAF-Fort Worth. The event details include:

- STUDENT VOLUNTEERS** - Thank you so much for your willingness to help AAF-Fort Worth with our biggest event of the year. Any student volunteer who signs up for two work shifts will receive a free ticket to the event.
- PROFESSIONAL VOLUNTEERS** - We need all hands on deck for ADDY set-up, event management and tear down. Please sign up for the tasks you want to tackle. Feel free to recruit your interested colleagues.
- Date:** 02/21/2020 (Fri.)
- Location:** The Ostreum
- Created by:** Amanda Gibson

Additional features on the page include a navigation bar with "Create a Sign Up" and "Log In" buttons, a promotional banner for "TINY TACOS" by Qdoba, and a sidebar advertisement for "Citi® Accelerate Savings" with a 1.85% Annual Percentage Yield. A "Submit and Sign Up" button is visible at the bottom of the event page.

### 1.2 - Facebook followers



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1.3 - ADDY Sponsor posts



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A screenshot of a Facebook post from the 'AAF - Fort Worth' page. The post is dated February 21 at 6:00 AM and was published by Meredith Redfern. The text of the post expresses gratitude to 'robeegrafix' for being the creative sponsor of the 2020 American Advertising Awards. Below the text is a promotional graphic for the awards. The graphic has a blue header with the text 'CREATIVE SPONSOR' flanked by red stars. The main body of the graphic features the 'robeegrafix' logo in yellow, a decorative bunting banner, the AAF Fort Worth logo on the left, and the American Advertising Awards logo on the right. The bottom of the graphic consists of a blue band with white stars and a red and white striped pattern.

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AAF - Fort Worth

Published by Meredith Redfern [?] · February 20 at 4:00 PM ·

Thank you to Four Day Weekend Comedy for sponsoring our ADDY Judges entertainment while they were in town! The gala is only one day away and tickets are still left. Show up to find out which pieces of work the judges picked as the best!

★★★★ JUDGES SPONSOR ★★★★★



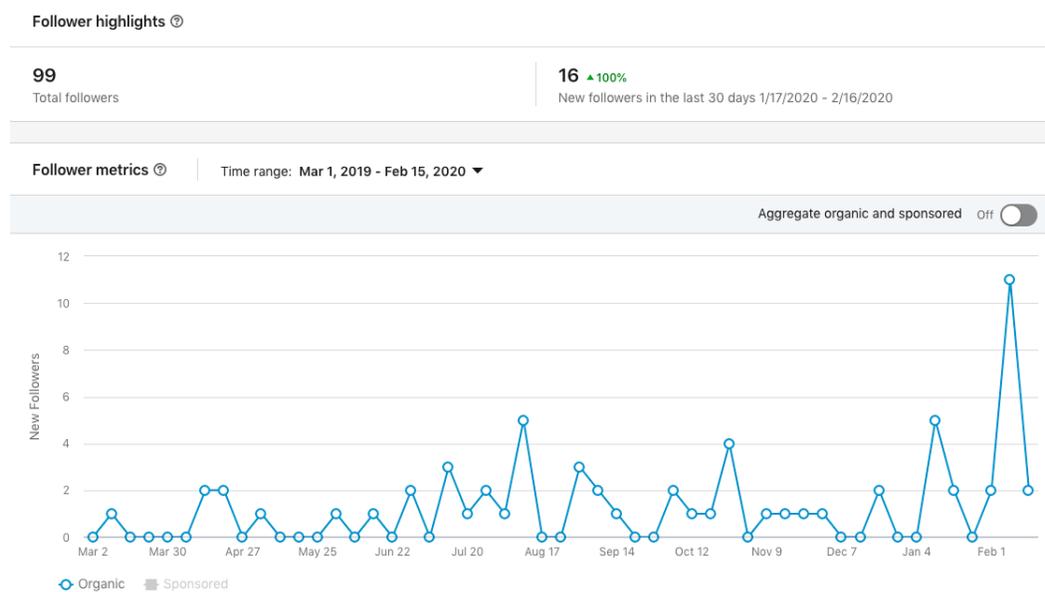
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## 1.4 - LinkedIn Followers



## 2.1 - Basecamp Social Media Calendar

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+ New event

## Schedule

[Add this Schedule to your Google Calendar, Outlook, or iCal...](#)

Aug 2019							Sep 2019						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

Sep 5, 2019

**Luncheon Email**   
1:30pm - 2:00pm

Add an event

Sep 9, 2019

**Bowl Your Brands Off Social**   
10:00am - 10:30am

Sep 11, 2019

**Luncheon Email**   
9:00am - 9:30am

Sep 12, 2019

**Bowling Post**

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## 2.2 - Homepage Sliders

This screenshot shows the first slider on the AAF Fort Worth homepage. The slider has a light blue grid background. At the top left is the AAF Fort Worth logo. At the top right is a search bar with the word 'Search' and a magnifying glass icon. Below the logo and search bar is a navigation bar with links: CONNECT, EDUCATE, INSPIRE, EVENTS, NEWS, CONTACT US. The main text of the slider reads 'RECENT GRADUATE?' in large, blue, outlined letters. Below this, it says 'Young Professionals pay discounted membership dues and enjoy all the same benefits!'. At the bottom of the slider are three red dots. Below the slider, there is a section titled 'ABOUT AAF - FORT WORTH' in red. To the left of this section are two links: 'Please click below to be taken to the Member Login screen.' and 'Not a member yet? Click here to join'. Below these links is a link 'Forgot your password?'. To the right of the 'ABOUT AAF - FORT WORTH' section is a small image of a group of people.

This screenshot shows the second slider on the AAF Fort Worth homepage. The slider has a white background with a blue geometric pattern of lines converging towards the top. At the top left is the AAF Fort Worth logo. At the top right is a search bar with the word 'Search' and a magnifying glass icon. Below the logo and search bar is a navigation bar with links: CONNECT, EDUCATE, INSPIRE, EVENTS, NEWS, CONTACT US. The main text of the slider reads 'Connect. Educate. Inspire.' in a large, blue, cursive font. At the bottom of the slider are three red dots. Below the slider, there is a section titled 'ABOUT AAF - FORT WORTH' in red. To the left of this section are two links: 'Please click below to be taken to the Member Login screen.' and 'Not a member yet? Click here to join'. Below these links is a link 'Forgot your password?'. To the right of the 'ABOUT AAF - FORT WORTH' section is a small image of a group of people.

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## AAF-Fort Worth, Division IV

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Home Page Member Area

Search

CONNECT EDUCATE INSPIRE EVENTS NEWS CONTACT US

# AAF CAN GET YOU CONNECTED.

JOIN OUR FORT WORTH CHAPTER TODAY

### MEMBERSHIP LEVELS

- Executive \$480/yr
- Professional \$185/yr
- Corporate \$1,000/yr
- Young Professional \$90/yr
- Educator \$50/yr

### ABOUT AAF - FORT WORTH

Please click below to be taken to the Member Login screen.

Not a member yet? [Click here to join](#)

[Forgot your password?](#)

Connect. Educate. Inspire. Those are the core goals of the American Advertising Federation - Fort Worth. We bring together professionals in advertising and marketing to create a network that will help our industry flourish and shine.

Formerly the Advertising Club of Fort Worth, AAF - FW celebrated its 110th anniversary in 2019. One-hundred-and-ten years of talent, experience, and wisdom have made this historic organization one of the

### 2.3 - ADDY Theme

Home Page Member Area

Search

CONNECT EDUCATE INSPIRE **EVENTS** NEWS CONTACT US

### Future Meetings

Previous Meetings

- 2020 Meeting Archive
- 2019 Meeting Archive
- 2018 Meeting Archive
- 2017 Meeting Archive
- 2016 Meeting Archive

### AMERICAN ADVERTISING AWARDS (ADDYs)

- Press Release Submission Form
- Classified Job Listing
- About Us
- Calendar of Events

Happy Hours are hosted the 1st Thursday of every month and are open to anyone to attend.

Luncheons are held on the 3rd Wednesday of every month at [Joe T. Garcia's](#) and they offer an opportunity to hear speakers on a variety of topics around emerging trends and industry best practices. Luncheons are also open to members and non-members to attend.

### PAST MEETINGS

#### 2020 AMERICAN ADVERTISING AWARDS GALA

February 21, 2020  
7:00 PM - 10:00 PM

The Ostreum  
108 South Freeway #130  
Fort Worth, TX 76104  
[Venue website](#)

Anyone Can Win Bigley in 2020!

[READ MORE](#)

#### FEBRUARY LUNCHEON | A CURIOUS VENTURE

### 3.1 - Social Media Outlets

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AAF-Fort Worth, Division IV

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AAF Fort Worth @AAFFortWorth · Apr 15, 2019

Get the buzz at this Wednesday's luncheon with Legal Draft Beer Co.! Register now: [aaffortworth.com/meetinginfo.php](http://aaffortworth.com/meetinginfo.php)



Legal Draft Beer Co.

1 2



aaffortworth • Following  
Cityview Lanes - Fort Worth, TX

aaffortworth Mark your calendars for Bowl Your Brands Off on September 26! Round up a team of six and come dressed as your favorite brand for a night of bowling, prizes, and pizza. Sign up today!

25w

18 likes  
SEPTEMBER 3, 2019

Add a comment... Post

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Doob will be providing Food & Drink

**SEP**  
**5** **Free September Happy Hour**  
Public · Hosted by AAF - Fort Worth

✓ Going ▾

⋮

🕒 Thursday, September 5, 2019 at 5:30 PM – 7:30 PM  
about 5 months ago

📍 **Doob3D\_FortWorth**  
4818 Camp Bowie Blvd., Fort Worth, Texas 76107

[Hide Map](#)



Retail Company  
★★★★★

(817) 489-5313  
doob.fw@doob3d.com

[Get Directions](#)

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**AAF Fort Worth** @AAFFortWorth · Oct 21, 2019

Together, We Celebrated the Final Season at Globe Life Park with Travis Dillon, Vice President, Marketing for Texas Rangers Baseball Club at our October Luncheon on Wednesday. Register today! [bit.ly/31b5Xha](https://bit.ly/31b5Xha)

The graphic is a promotional poster for a luncheon. It features a blue header with a white outline of Globe Life Park and the text 'GLOBE LIFE PARK IN ARLINGTON'. To the right of this is a blue box with the text 'Together, We Celebrated the Final Season at Globe Life Park'. Below the header is a photo of Travis Dillon, Vice President of Marketing for the Texas Rangers Baseball Club, smiling. To the right of his photo is a photo of a baseball player in a white uniform and red cap leaning over a laptop. The text 'Travis Dillon, Vice President of Marketing Texas Rangers Baseball Club' is positioned above the date. The date and time are prominently displayed in large blue font: 'Oct. 23rd @ 11:45'.

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**THURSDAY | NOVEMBER 7 | FORT WORTH**

**PMG**   **SOCIAL FACTOR**   **RED PRODUCTIONS**  
Backlot Studio & Workspace

**Lunch/Speakers**   **Agency Tours**   **Happy Hour**  
**11:45am - 1:00pm**   **1:20 - 5:00pm**   **5:00 - 7:00pm**

**\$10** Get tickets at [aaffortworth.com](http://aaffortworth.com)

**NOV 7**   **2019 Fall Crawl**  
Public · Hosted by AAF - Fort Worth



**Amanda Ellis Gibson** invited you

★ Interested   ✓ Going   ✕ Ignore

🕒 Thursday, November 7, 2019 at 11:45 AM – 7 PM  
about 2 months ago

**AAF - Fort Worth**   [Hide Map](#)  
251 W. Lancaster Ave. #1255, Fort Worth, Texas 76102



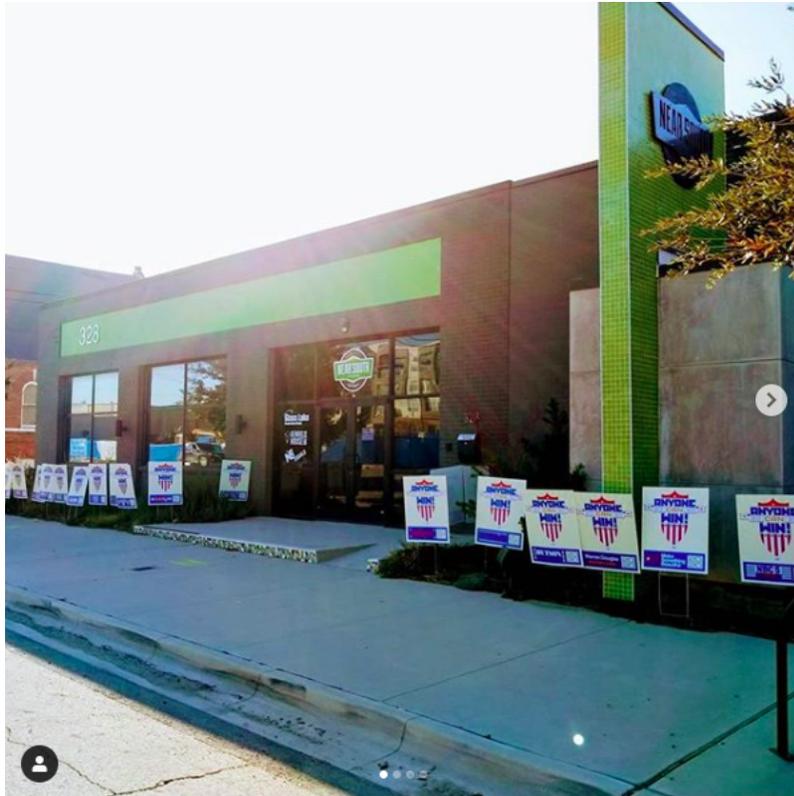
Advertising/Marketing  
(817) 247-2107  
[aaf.fortworth@gmail.com](mailto:aaf.fortworth@gmail.com)

[Get Directions](#)

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 aaffortworth • Following ...

 aaffortworth Entries have been cast! If you didn't make it to earn your "I Entered" sticker today, final entries will be accepted Jan. 10th. Get 'em done to Win Bigly!  
10w

     
**28 likes**  
DECEMBER 13, 2019

Add a comment... Post

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February Luncheon | A Curious Venture

WHEN

February 06, 2020  
11:45 AM - 1:00 PM

TICKETS

\$15.00 Guest Ticket  
Student & Student Intern

\$40.00 Guest Ticket Non-Member

\$25.00 Member Ticket AAF Professional Member

\$0.00 Member Ticket Executive Level Member

\$0.00 Member Ticket Executive Level Corporate Member

\$25.00 Member Ticket Professional Corporate Member

\$25.00 Member Ticket Corporate Member

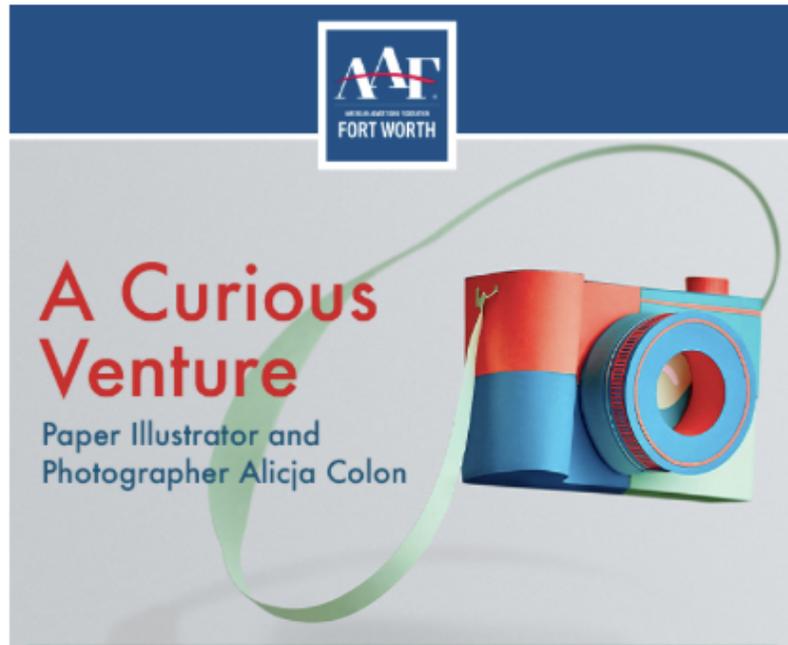
\$25.00 Guest Ticket Non-Members, Corporate Member

[Register Now](#)

DIRECTIONS

Joe T Garcias  
2201 N Commerce Street  
Fort Worth, TX 76106

[Get Directions](#)



Location: Joe T Garcias - 2201 N Commerce Street Fort Worth, TX 76106  
Date: February 6, 2020 | Time: 11:45 AM - 1:00 PM

Alicja Colon, paper illustrator and owner of Thrice Studio, will share how curiosity plays a central role in the development of her creative career, using her story and portfolio as an example. This talk expands on a central theme Alicja will share at her DSVC talk happening a day prior. Alicja will cover:

- How she became a paper illustrator
- How strategy informs where paper illustration can live and thrive
- What does the typical paper illustration process look like

all while providing tidbits of wisdom gathered over her 15-year creative career.

About the Speaker:

After completing her degree in graphic design, Alicja promptly gave up artboards for apertures when she discovered photography. After a 10-year stint as a photographer, Alicja discovered the flexibility of paper imagery and fell in love. Now there's a studio!

About Thrice Studio:

We collaborate with creative agencies and in-house departments to craft strategic yet fun still-life images. Thrice Studio is a paper lovin' still-life centric studio crafting imagery for tech, product companies, and other overachievers.

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13th-Annual AAF-Fort Worth Benefit Bash for PMR Charity

#### WHEN

October 12, 2019  
7:30 PM - 11:00 PM

#### TICKETS

\$20.00 Online in Advance

\$25.00 At the Door

[Register Now](#)

#### DIRECTIONS

Shipping and Receiving  
201 S Calhoun St  
Fort Worth, TX  
76104

[Get Directions](#)

The poster features a large graphic of a brain composed of a globe, with the words 'SHIP', 'RECEIVING', 'AND', 'BAR' written across it. Below the brain, five men in suits are holding up the brain. The text on the poster includes: '13TH ANNUAL AAF Benefit Bash', 'A Concert Benefitting PMR CHARITY', 'SATURDAY, OCTOBER 12, 2019 7:30PM', 'SHIPPING AND RECEIVING BAR', '201 S. Calhoun St, Fort Worth, TX 76104', 'FEATURING THE BEATLES TRIBUTE BAND, A Hard Night's Day', 'AAFBenefitBash.com', and the 'baker Orthotics Prosthetics' logo.

Just announced! Heim Barbecue & Catering will be at Benefit Bash. Come hungry!

Celebrate the 13-Year Anniversary of The American Advertising Federation - Fort Worth's Benefit Bash benefiting PMR Charity. Join AAF-Fort Worth on Saturday, October 12th, as the premier Beatles Tribute Band, A Hard Night's Day, rocks Fort Worth's Shipping and Receiving starting at 7:30 p.m. Tickets are \$20 in advance or \$25 at the door!

There will be a silent auction and a live auction, a 50/50 pot, and a game called heads or tails. Limited edition event T-shirts will be available, too!

Sign up to be a volunteer and get one free ticket! <https://www.signupgenius.com/go/10C0B4CAEA92FA1FB6-aaffort3>

Advanced tickets must be purchased by 4 p.m. on October 12, 2019.

**2019-2020 Club Achievement: Membership Development & Communications**

**AAF-Fort Worth, Division IV**

Submitted by Chairs: Meredith Redfern & Sarah de Verges



**AAF - Fort Worth**

101 followers

7mo • 🌐

Tomorrow is the day for our July Luncheon with Fort Worth Foodie and Fort Worth Woman. Sign up to attend before registration closes tonight!

<https://lnkd.in/eZ8Jfbj>

A promotional poster for an event. At the top left is the AAF Fort Worth logo. To its right is a photograph of a woman with blonde hair, wearing a black top and a denim jacket, standing in a restaurant setting. Below the logo is a dark blue box with the text 'The business of being a Social Media Influencer' in white. Underneath this box, the names 'Michelle Miles' and 'Crystal Vastine' are listed. To the right of the names is a graphic that says 'Fort Worth WOMAN'. Below the names is the date and time 'July 24th @ 11:45' and the location 'La Puertita, Joe T. Garcia's'. To the right of the date is a graphic that says 'FWFOODIE' with images of food. At the bottom right is a photograph of a woman with dark hair, wearing a floral top, smiling.

**2019-2020 Club Achievement: Membership Development & Communications**

**AAF-Fort Worth, Division IV**

Submitted by Chairs: Meredith Redfern & Sarah de Verges



 **AAF - Fort Worth**  
101 followers  
9mo • 🌐

Curious to visit the new Deep Ellum Brewing in Fort Worth? So are we! Come join follow ad people for drinks & snacks June 6 from 6-8pm. Register at <https://lnkd.in/e9iWPHc>



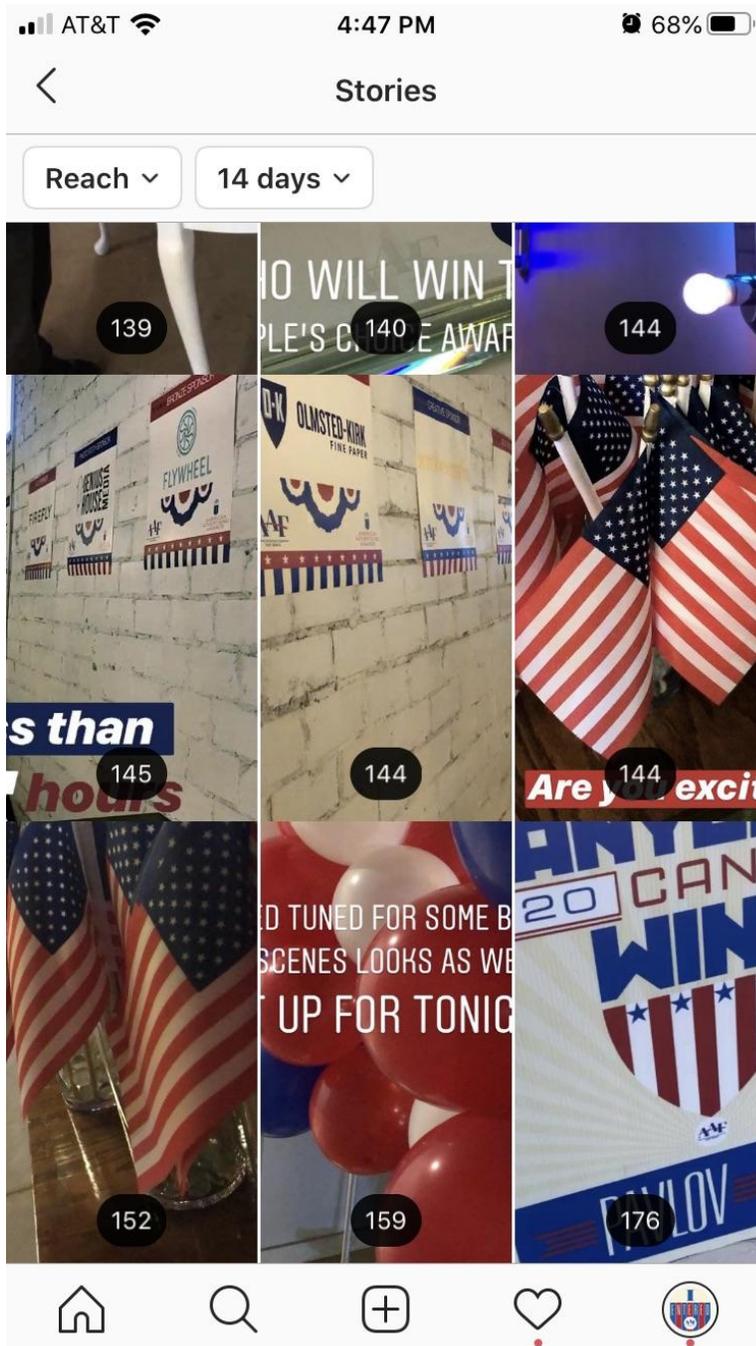
**HAPPY  
HOUR(S)**

 **Deep Ellum Brewing**  
611 University Dr  
Fort Worth, TX 76107  
Thursday, June 6 6-8pm

🗨️ 7 · 2 Comments

2019-2020 Club Achievement: Membership Development & Communications  
AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



3.3 - Highest Reaching Facebook Post

2019-2020 Club Achievement: Membership Development & Communications

AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



**Post Details** ✕

**AAF - Fort Worth**

⋮

Published by Meredith Redfern [?] · February 20 at 6:00 AM · 🌐

🔔 IT'S THE LAST DAY TO BUY TICKETS! GET THEM NOW AT [AAFFORTWORTH.COM](http://AAFFORTWORTH.COM)! Tickets will not be available at the door. 🔔



**VICTORY PARTY!**  
**ANYONE CAN WIN 2020**

AMERICAN ADVERTISING AWARDS AAF  
AMERICAN ADVERTISING FEDERATION  
FORT WORTH

★ WIN BIGLY FRIDAY, FEBRUARY 21, 2020 ★  
★ TICKETS: [bit.ly/winbigly2020](http://bit.ly/winbigly2020) ★

**Performance for Your Post**

---

**492** People Reached

---

**22** Likes, Comments & Shares  ⓘ

17 Likes	1 On Post	16 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

---

**9** Post Clicks

2 Photo Views	1 Link Clicks <span style="font-size: 0.8em;"> ⓘ</span>	6 Other Clicks <span style="font-size: 0.8em;"> ⓘ</span>
------------------	--	---

---

**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

---

Reported stats may be delayed from what appears on posts

# 2019-2020 Club Achievement: Membership Development & Communications

## AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



### 3.4 - Website

A screenshot of the AAF Fort Worth website homepage. The page has a blue header with 'Home Page' and 'Member Area' links. Below the header is a search bar and the AAF Fort Worth logo. A navigation bar contains links for 'CONNECT', 'EDUCATE', 'INSPIRE', 'EVENTS', 'NEWS', and 'CONTACT US'. The main content area features three sections: 'CONNECT' with a sub-section 'HAPPY HOURS' and a link to an events calendar; 'MEMBERSHIP' with a description of the benefits of joining AAF; and a list of benefits for members, including access to industry peers, news, legislative updates, and e-newsletters. A photograph of a group of people is shown to the right of the membership section.

Home Page Member Area

AAF  
AMERICAN ADVERTISING FEDERATION®  
FORT WORTH

Search

CONNECT EDUCATE INSPIRE EVENTS NEWS CONTACT US

**CONNECT**

**HAPPY HOURS**

AAF Happy Hours are so much more than meeting up at the newest drinking hole. You'll meet top professionals at local agencies or corporate leaders who might shape your career for years to come. What we really discover at our meetups is that we're a thriving network of unique, energetic, and enthusiastic advertising and marketing professionals. Getting to know one another reaps priceless benefits whether you're a student, young professional, or established veteran in the business.

To see upcoming happy hour opportunities, click on our events calendar [here](#).

**MEMBERSHIP**

Here's where all the magic happens. Joining AAF connects you with the local and national advertising and marketing community. That means networking events, cutting-edge educational programs, and some pretty stout discounts with participating companies. Keep up with current advertising and marketing trends and the people who make our industry stand out.

**With an AAF membership, you get:**

- Access to your industry peers, events, and programs
- The latest advertising and marketing news
- Legislative updates and AAF lobbying efforts
- E-newsletters

A photograph showing a group of diverse people, including men and women of various ages, smiling and interacting at what appears to be a networking event or happy hour. They are dressed in business casual attire.

# 2019-2020 Club Achievement: Membership Development & Communications

## AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



Home Page Member Area

Search

CONNECT EDUCATE INSPIRE EVENTS NEWS CONTACT US

### EDUCATE

**AMERICAN ADVERTISING AWARDS (ADDYs)**  
Press Release Submission Form  
Classified Job Listing  
About Us  
Calendar of Events

Sure, we like a good taco. We also enjoy learning about the latest trends in our industry. Our luncheons are opportunities to learn and become inspired by some of our industry's most experienced and heralded professionals.

### LUNCHEONS

AAF - Fort Worth luncheons are about more than good food and good company. We use these lastly get-togethers to share our knowledge with each other. Whether it's an aspiring advertising student or an experienced professional hoping to learn new tricks, our luncheons curate an environment of learning and growth. They're also a great place to meet new contacts, reacquaint with old friends, and build a knowledge network that can aid you in your career. To join our latest luncheon, [visit our events page](#).

### AAF REGIONS

AAF Clubs are geographically grouped into 15 districts, which are then grouped into three regions: Western, Central, and Eastern.

AAF - Fort Worth is part of the Tenth District, which is composed of Texas, Oklahoma, Arkansas, and western Louisiana. AAF - Tenth District holds one conference each year in September, as well as a convention in April. These meetings are designed to provide professional and club-development learning experiences for everyone who attends. Find out more at [www.aafenthdistrict.org](http://www.aafenthdistrict.org).

### ADVERTISING EDUCATION SPONSORSHIP

Learn more about donating to the next generation of advertising professionals! Visit <http://www.d10foundation.org/> for ways to donate, support and lead.

### HISTORY

Home Page Member Area

Search

CONNECT EDUCATE INSPIRE EVENTS NEWS CONTACT US

Happy Hours are hosted the 1st Thursday of every month and are open to anyone to attend.

Luncheons are held on the 3rd Wednesday of every month at [Joe T. Garcia's](#) and they offer an opportunity to hear speakers on a variety of topics around emerging trends and industry best practices. Luncheons are also open to members and non-members to attend.

No meetings/events scheduled at this time.

**Future Meetings**  
**Previous Meetings**

**AMERICAN ADVERTISING AWARDS (ADDYs)**  
Press Release Submission Form  
Classified Job Listing  
About Us  
Calendar of Events

Follow Us

Join Our Mailing List

SUBSCRIBE

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**2019-2020 Club Achievement: Membership Development & Communications**  
**AAF-Fort Worth, Division IV**  
 Submitted by Chairs: Meredith Redfern & Sarah de Verges




Future Meetings  
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No meetings/events scheduled at this time.

AMERICAN ADVERTISING AWARDS (ADDYs)  
 Press Release Submission Form  
 Classified Job Listing  
 About Us  
 Calendar of Events

Follow Us

Join Our Mailing List

SUBSCRIBE

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Future Meetings  
 Previous Meetings  
 2020 Meeting Archive  
 2019 Meeting Archive  
 2018 Meeting Archive  
 2017 Meeting Archive  
 2016 Meeting Archive

Happy Hours are hosted the 1st Thursday of every month and are open to anyone to attend.

Luncheons are held on the 3rd Wednesday of every month at [Joe T. Garcia's](#) and they offer an opportunity to hear speakers on a variety of topics around emerging trends and industry best practices. Luncheons are also open to members and non-members to attend.

**PAST MEETINGS**

**2020 AMERICAN ADVERTISING AWARDS GALA**

February 21, 2020  
 7:00 PM - 10:00 PM

The Ostreum  
 108 South Freeway #130  
 Fort Worth, TX 76104  
[Venue website](#)

Anyone Can Win Bigley in 2020!

[READ MORE](#)

**FEBRUARY LUNCHEON | A CURIOUS VENTURE**



February 06, 2020  
 11:45 AM - 1:00 PM

Joe T Garcia's  
 2201 N Commerce Street  
 Fort Worth, TX 76106

# 2019-2020 Club Achievement: Membership Development & Communications

## AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



Home Page Member Area

Search

CONNECT EDUCATE INSPIRE **EVENTS** NEWS CONTACT US

**NEWS**

2019  
2018  
2017  
2016  
All Current Blogs

All Current Blogs

News Archives

AMERICAN ADVERTISING AWARDS (ADDYs)  
Press Release Submission Form  
Classified Job Listing  
About Us  
Calendar of Events

**SOUTHWEST ADVERTISING HALL OF FAME GOVERNOR'S AWARD**

Posted by meredithredfern on Feb. 19, 2020 / [Subscribe](#) 0

Austin, 2020: The Southwest Advertising Hall of Fame is proud to announce that the recipient of this year's "Governor's Award" is the independent idea shop called WALO Creative Inc. WALO is based in Dallas Texas.

[READ MORE](#)

**SOUTHWEST ADVERTISING HALL OF FAME CLASS OF 2020 ANNOUNCED**

Posted by meredithredfern on Feb. 19, 2020 / [Subscribe](#) 0

The Southwest Advertising Hall of Fame is sponsored by the Tenth District of the American Advertising Federation (AAF), encompassing Arkansas, Louisiana, Oklahoma and Texas. The 12th induction ceremony and dinner will be held on Friday, May 8, 2020.

[READ MORE](#)

**JANUARY 31 GOVERNMENT REPORT**

### 3.7 - Job Postings

Home Page Member Area

Search

CONNECT EDUCATE INSPIRE **EVENTS** NEWS CONTACT US

AMERICAN ADVERTISING AWARDS (ADDYs)  
Press Release Submission Form  
Classified Job Listing  
About Us  
Calendar of Events

**CLASSIFIED JOB LISTING**

[SUBMIT AN AD](#)

<b>PRINT AND DIGITAL MULTIMEDIA PRODUCER</b>	Job Posting
Arlington Convention and Visitors Bureau	Jan. 14, 2020
<b>ASSOCIATE PRODUCER, JR. ACCOUNT EXECUTIVE</b>	Job Posting
Red Productions	Jan. 14, 2020
<b>SENIOR PROJECT MANAGER</b>	Job Posting
Balcom Agency	Jan. 5, 2020
<b>DIGITAL MARKETING ANALYST</b>	Job Posting
Balcom Agency	Jan. 5, 2020
<b>ACCOUNT DIRECTOR</b>	Job Posting
Balcom Agency	Jan. 5, 2020

### 3.8 - Inspire Page

# 2019-2020 Club Achievement: Membership Development & Communications

## AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



Home Page Member Area

Search

CONNECT EDUCATE **INSPIRE** EVENTS NEWS CONTACT US

**INSPIRE**

Awards inspire. Great work inspires. Recognition in front of your peers inspires. Whether it's the AAF Silver Medal Award, The Dateline Award, or an American Advertising Award, advertising professionals strive to be worthy of these honors because they recognize excellence in the art of advertising.

**AMERICAN ADVERTISING AWARDS**

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting more than 40,000 entries every year in local AAA competitions. The mission of the AAA competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the Fort Worth competition is the first of a three-tier national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 15 district competitions. District winners are then forwarded to the third tier, the national American Advertising Awards competition. Entry in a local competition is the first step toward winning a national American Advertising Award.

Entering the American Advertising Awards competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness. To purchase tickets for the 2020 gala, visit [aafortworth.com/aaa2020](http://aafortworth.com/aaa2020).

For the full list of 2019 American Advertising Award winners, visit [orwellthatendswell.com](http://orwellthatendswell.com).

Selection of the most creative entries in each category is effected by a scoring process in which a panel of judges (creatives who are not

### 3.9 - Website Traffic

Duration	Number of Visits	Percent
0s-30s	22,837	92.66%
15mn-30mn	241	0.98%
1h+	381	1.55%
2mn-5mn	209	0.85%
30mn-1h	402	1.63%
30s-2mn	276	1.12%
5mn-15mn	301	1.22%
Totals	24,647	100%

### 3.10 – Emails

# 2019-2020 Club Achievement: Membership Development & Communications

## AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



### 2020 American Advertising Awards Gala

#### WHEN

February 21,  
2020  
7:00 PM -  
10:00 PM

#### TICKETS

\$95.00  
Member  
Premium  
Seat (seating  
in the front)

\$95.00  
Member  
Premium  
Guest Seat  
(seating in  
the front)

\$0.00  
Executive  
member (2  
Free Tickets)

\$0.00  
Executive  
Corporate  
Member (2  
Free Tickets)

\$85.00  
Member  
Ticket

\$85.00  
Guest  
of Member  
Ticket

\$125.00  
Non-  
member of  
AAF

\$125.00  
Guest of  
Non-member  
Ticket

\$50.00  
Student  
Ticket

[Register Now](#)

#### DIRECTIONS

The Ostreum  
108 South  
Freeway  
#130  
Fort Worth,  
TX 76104



The ballots have been cast, the votes tallied, and the results are YUUUUUUUGE. Now it's time to "Turn Out" for the Victory Party! Join us to see who Wins Bigly in just two short weeks.

**AAF Fort Worth's 2020 American Advertising Awards Gala presented by Kinetic Technology Group.**

#### Friday, February 21

Doors Open @ 7:00 PM  
The Ostreum | 108 S. Freeway, Suite 130, Fort Worth, Texas 76104

Cash Bar & Make Advertising Great Appetizers  
2 Drink Tickets Courtesy of Synergy Signs & Services

Parking Valet Courtesy of Firefly  
On-Site Tragedy-or-Triumph After Party Courtesy of Deep Ellum Brewing Company

#### Your Contribution:

Member and Member Guest Tickets | \$85  
Member and Member Guest Premium Reserved Seating | \$95  
Non-Member and Non-Member Guest Tickets | \$125  
Executive Member and Executive Corporate Member Tickets | 2 Free Student Ticket | \$50

#### Plan for a Popular Vote:

*Proposition 1: The People's Choice Award | Vote for your favorite entry during the event.*

We're counting on you! Get your tickets now via this email or at [bit.ly/winbigly2020](https://bit.ly/winbigly2020)

See you there!

#### THANK YOU TO OUR SPONSORS



[Register Now](#)

## 2019-2020 Club Achievement: Membership Development & Communications

### AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



### TODAY

January 17, 2020  
1:00 PM - 7:30 PM

### FREE MIXER

\$0.00 Member Registration  
\$0.00 Non-Member Registration  
\$0.00 Student

[Register Now](#)

### DIRECTIONS

Near South Studios  
28 Hemphill Street  
Fort Worth, TX 76104

[Get Directions](#)

**Super Super Friday** is here!

The **FINAL** deadline to enter the ADDYs is today and we're throwing a **FREE** mixer to celebrate!

*No need to enter the ADDYs to come to the mixer - all are invited!*



**DROP OFF** | Today at Near South Studios starting at 1. We're accepting entries until 5:30 pm.

**FILL UP** | 5:30 - 7:30 pm. **Near South** is providing the beer and wine & **AAF-Fort Worth** is providing food. **Please RSVP.**

For more information on entering the ADDYs visit:  
<https://aaffortworth.com/AAA2020>

Thank you to Near South Studios!



## 2019-2020 Club Achievement: Membership Development & Communications

### AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



#### ADDY Early Entry Deadline

#### WHEN

December 13, 2019  
1:00 PM - 5:00 PM

#### DIRECTIONS

Near South Studios  
328 Hemphill St  
Fort Worth, TX 76104

[Get Directions](#)



Bring your entries and payment to Near South Studios tomorrow, Friday, December 13th between 1 PM - 5 PM.

All physical entries must be submitted in an AAF-Fort Worth entry envelope. Digital entries do not need a physical entry envelope. Make sure to check out our Rules and Guidelines [here](#).

Have questions about your entries? Contact Susan Cook at [susancookcreative@gmail.com](mailto:susancookcreative@gmail.com) or 817-313-1411.

#### Early Entry Prices:

Professional Members - \$90 single entry, \$105 campaigns  
Professional Non-Members - \$135 single entry, \$150 campaigns  
Students - \$55 both single and campaign entries

\*Prices will increase after December 13th.

**2019-2020 Club Achievement: Membership Development & Communications**  
**AAF-Fort Worth, Division IV**

Submitted by Chairs: Meredith Redfern & Sarah de Verges



**ADDY Early Entry Deadline**

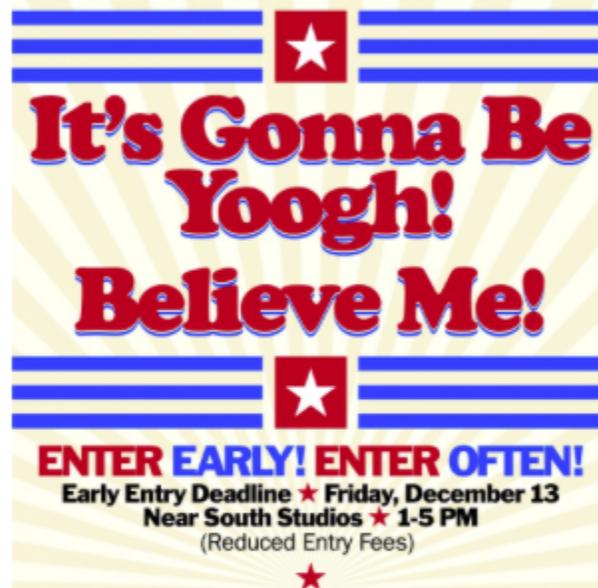
**WHEN**

December 13, 2019  
1:00 PM - 5:00 PM

**DIRECTIONS**

Near South Studios  
328 Hemphill St  
Fort Worth, TX  
76104

[Get Directions](#)



Bring your entries and payment to Near South Studios on Friday, December 13th between 1 PM - 5 PM.

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\*Prices will increase after December 13th.

## 2019-2020 Club Achievement: Membership Development & Communications

### AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



#### 4.1 – Monthly Membership Levels increased from 62 in March 2019 to 78 in February 2020 (+26%)



Date	Total Members
March 2019	62
April 2019	63
May 2019	71
June 2019	69
July 2019	69
August 2019	68
September 2019	69
October 2019	71
November 2019	74
December 2019	77
January 2020	85
February 2020	78

## 2019-2020 Club Achievement: Membership Development & Communications

### AAF-Fort Worth, Division IV

Submitted by Chairs: Meredith Redfern & Sarah de Verges



4.2 – Monthly Non-Member Levels increased from 1294 in March 2019 to 1594 in February 2020 (+300)



Date	Total Non-Members
March 2019	1294
April 2019	1317
May 2019	1328
June 2019	1343
July 2019	1383
August 2019	1384
September 2019	1398
October 2019	1421
November 2019	1438
December 2019	1439
January 2020	1466
February 2020	1594